**APRE 207**

**SALE STRATEGIES**

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| **Lecturer** | Communication Faculty |
| **Course Type** | Compulsory |
| **Course Pre-requisite** | - |
| **Course Description** | Promotion management is concerned with the different types of  behaviour and expectations of consumers in a market. A marketing analysis puts small segments of the market under the microscope to observe details of specific  components of our promotion management system in marketing.Promotion management provides  to know best segment which is provide highest profit. |
| **Course Objectives** | * To provide a foundation for most of our understanding of how the promotion effect segments and understanding of promotion concepts * To provide a set of tools and analytical techniques to aid students in thinking about promotion management issues * To introduce the  many factors that influence choices and the way these small decisions merge to determine the workings of the entire market * To provide students an understanding of features of 4P’s and understanding of all environmental conditions * To provide students an understanding of today’s marketing environment in which examples and applications are drawn from the real world * To present the principles and the problems of the units in the marketing * To provide students an understanding of packages of products * To provide students an understanding of today’s promotion principles and improve them according to rivals behaviour |
| **Student`s Learning Outcomes** | Completing the course students   * Know the fundamental concepts in promotion management and segments differences * Know the principles and applied strategical techniques in promotion management * Understand  the possible problems in promotion management which are seen * Understand markets and relationship between supply and demand of products and decide to catch the segments which are strategically important in the market and evaluate its expectation * Know the 4Ps importance and evaluate them * Know the packages and product features that define segments * Know the competition and market * Know the fundamental  principles and values in promotion management |
| **Content of Courses** | * What is promotion management * Marketing Environment * Consumers and consumer behaviour * Segmentation and Targeting * Market Research * Product, brand, and package * Pricing Strategies * Marketing Communications and promotion tools * Marketing Planning and control * International Marketing |
| **Techniques and Teaching Methods Used in Courses** | Explanation,Question-Answer, Homework, Quiz |
| **Assessment** | |  |  | | --- | --- | | Mid-Term Exam: | % 30 | | Final Exam: | % 40 | | Homework. | % 10 | | Quizes | % 20 | |
| **Instructional Teaching Materials** | * Marketing Management, Prof.Dr. Mehmet Şahin * Marketing Principles, Jim Blythe * Students can benefit from a number of other marketing books, journals and magazines which can be found in the University Library |